

A large, semi-transparent red circle with a gradient, centered on the right side of the page. It contains the main title text.

BRAND GUIDELINES

& PRESS DOSSIER





The following brief guidelines should be followed to ensure consistency, clarity, and coherence in all communications (visual and messaging aspects) so that they are unified and aligned with the brand.

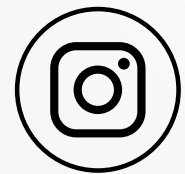
The document provides a set of specifications and standards for how our brand should be presented in various context among its ecosystem, including marketing materials, corporate communications, product packaging, press & media, among others.

The Football Business Academy is a global leader in football business education whose goal is to accelerate the professionalisation of the football industry and develop current and future leaders in the game. Founded in 2017 and based in Switzerland, The FBA is best known for its flagship degree – the Professional Master in Football Business – which is a 12-month program with two intakes each year. Furthermore, various football-related stakeholders seek the services of The FBA for the creation and/or delivery of a variety of tailor-made workshops, certificates, or diplomas.

Partners of The FBA include the Asian Football Confederation, the European Club Association, CONMEBOL, SL Benfica, Saudi Pro League, Irish FA, Belgian FA, Olympique de Marseille Féminines, Rangers FC, YouFirst, Brighton & Hove Albion, NWSL, Common Goal, Club Nacional de Football, Sporting Clube de Portugal, Socios.com, MatchWornShirt, K League, Galatasaray, Venezia FC, Standard de Liège, UNAFUT, Real Sporting de Gijón, CF Fuenlabrada, Alcorcón, SportiveWays, Olocip, Girona FC, Mazatlán FC, Fortuna Sittard, Venezia FC, Real Mallorca, Estoril Praia, DoublePass, Portland Thorns & Timbers, Apollon Limassol, among others.

ABOUT THE FBA





[@footballbusinessacademy](#)



[The FBA - The Football Business Academy](#)



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[@TheFBA](#)



[@TheFBA](#)



#LetsBuildTheFutureOfFootballTogether
#FBAPartners
#TheFBA

SOCIAL MEDIA



TYPOGRAPHY

PRIMARY (TITLES + DISPLAY)

FUTURA STD
CONDENSED

MEDIUM CONDENSED / 0123456789
BOLD CONDENSED / 0123456789
EXTBOLD CONDENSED / 0123456789

**LET'S BUILD THE
FUTURE OF FOOTBALL
TOGETHER.**

SECONDARY (TEXTS)

Radikal

light / AaBbCcDdEe 0123456789
regular / AaBbCcDdEe 0123456789
medium / AaBbCcDdEe 0123456789
bold / AaBbCcDdEe 0123456789

**Let's build the
future of football
together.**

**VISUAL
IDENTITY**



MAIN ISOLOGOTYPE



MAIN ISOTYPE

**VISUAL
IDENTITY**

FBA[●]
THE FOOTBALL BUSINESS ACADEMY

APPLICATION 1

Better for big scale platforms.

FBA[●]
THE FOOTBALL BUSINESS ACADEMY

APPLICATION 2

**THE FOOTBALL[●]
BUSINESS ACADEMY**

APPLICATION 3

Better for small scales where extreme legibility is required.

**VISUAL
IDENTITY**



MAIN ISOLOGOTYPE



MAIN ISOTYPE

**VISUAL
IDENTITY**



FBA[●]

THE FOOTBALL BUSINESS ACADEMY

APPLICATION 1

Better for big scale platforms.



APPLICATION 2

THE FOOTBALL[●]
BUSINESS ACADEMY

APPLICATION 3

Better for small scales where extreme legibility is required.



The full white logo variant should be exclusively reserved for scenarios where the background color aligns with the intensity of our iconic red ball, or when there's a potential risk of the red ball blending or concealing within the background.
Or over pictures.

VISUAL IDENTITY

COLOR PALETTE

#FFFFFF

RGB 255 255 255
CMYK 0 0 0 0

#D9D9D9

RGB 217 217 217
CMYK 18 12 14V 0

#E2FF32

RGB 226 255 50
CMYK 22 0 95 0

#E02420

RGB 224 36 32
CMYK 3 95 92 0

#001D31

RGB 0 29 49
CMYK 100 81 50 64

#000000

RGB 0 0 0
CMYK 0 0 0 100



COLOR PALETTE

GRADIENTS

#E2FF32

#001D31

#001D31

#D9D9D9

#000000

#E02420

#D9D9D9

#FFFFFF

VISUAL IDENTITY

IMAGERY





OUR PROGRAM

- MODULE 01
- MODULE 02
- MODULE 03
- MODULE 04



WE LEARN ALL ABOUT

Module 03



NOW AVAILABLE
TAKING STUDENTS
THIS JUNE 2023.

Learn everything about
our program and how
the modules can fulfill
your education.

KNOWLEDGE
EXPERIENCE &
NETWORK

Ready
Set...
GO!

3

LET'S BUILD THE FUTURE OF 66 FOOTBALL TOGETHER

FBA

GET UN SIDE

50%
Discount applies to
women +25

Don't miss this
Opportunity

PHILIPPE CINNEAS
8TH EDITION ALUMNUS





For any further inquiries or questions regarding these guidelines, please contact:

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LET'S BUILD THE
FUTURE OF **FOOTBALL**
TOGETHER!

